

Brent H. Blakely (SBN 157292)
bblakely@blakelylawgroup.com
Tara A. Currie (SBN 323984)
tcurrie@blakelylawgroup.com
BLAKELY LAW GROUP
1334 Parkview Avenue, Suite 280
Manhattan Beach, California 90266
Telephone: (310) 546-7400
Facsimile: (310) 546-7401

*Attorneys for Plaintiff
Chrome Hearts LLC*

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

CHROME HEARTS LLC, a Delaware
Limited Liability Company,

Plaintiff,

vs.

FASHION NOVA, LLC., a California
Limited Liability Company; NOVA
FASHION, INC., a California
Corporation and DOES 1-10, inclusive,

Defendant.

CASE NO.: 2:24-cv-07464

**COMPLAINT FOR DAMAGES AND
EQUITABLE RELIEF**

1. TRADEMARK INFRINGEMENT

**2. FALSE DESIGNATION OF
ORIGIN AND FALSE
DESCRIPTIONS**

**3. UNFAIR COMPETITION IN
VIOLATION OF CAL. BUS. &
PROF. CODE, § 17200, et seq.**

**4. COMMON LAW TRADEMARK
INFRINGEMENT AND UNFAIR
COMPETITION**

JURY TRIAL DEMANDED

Plaintiff Chrome Hearts LLC (“Chrome Hearts” or “Plaintiff”) for its claims against defendants Fashion Nova, LLC (“Fashion Nova”), Nova Fashion, Inc. (“Nova Corp”), and DOES 1-10 (collectively, “Defendants”) alleges as follows:

JURISDICTION AND VENUE

1. Plaintiff files this action against Defendants for trademark infringement and false designation of origin under the Lanham Trademark Act of 1946, 15 U.S.C. § 1051 et seq. (the “Lanham Act”), and related claims of trademark infringement and

1 unfair competition under the statutory and common law of the State of California.

2 2. This Court has subject matter jurisdiction over Plaintiff's Lanham Act
3 claims under 15 U.S.C. § 1121(a) and 28 U.S.C. §§ 1331 and 1338(a), and supplemental
4 jurisdiction over Plaintiff's state and common law claims under 28 U.S.C. § 1367(a)
5 because those claims are so related to Plaintiff's federal claims that they form part of
6 the same case or controversy and derive from a common nucleus of operative facts.

7 3. This Court has personal jurisdiction over Defendants because, upon
8 information and belief, Defendants reside and maintain a principal place of business in
9 the State of California and conduct continuous and systematic business in this State.
10 Defendants also placed the Accused Products (as defined below) in the stream of
11 commerce directed to residents of the State of California, thereby deriving commercial
12 benefits from the sale of Accused Products there and caused injury to Plaintiff within
13 the State of California.

14 4. Venue is proper under 28 U.S.C. §§ 1391 (b)-(c) because a substantial part
15 of the events or omissions giving rise to the claims alleged herein occurred in this
16 judicial district and Defendants reside in this District.

17 **THE PARTIES**

18 5. Chrome Hearts is a limited liability company organized and existing under
19 the laws of the state of Delaware, with an office and principal place of business located
20 at 915 North Mansfield Avenue, Los Angeles, California 90038.

21 6. Upon information and belief, Fashion Nova is a California Limited
22 Liability Company, with a principal place of business located at 2801 East 46th Street,
23 Vernon, California, 90041.

24 7. Upon information and belief, Nova Corp is a California Corporation, with
25 a principal place of business located at 2801 East 46th Street, Vernon, California,
26 90041. Nova Corp is a manager or member of Fashion Nova.

27 8. Chrome Hearts is unaware of the names and true capacities of Defendants,
28 whether individuals, corporate and/or partnership entities, named herein as DOES 1

through 10, inclusive, and therefore sues them by their fictitious names. Chrome Hearts will seek leave to amend this complaint when their true names and capacities are ascertained. Upon information and belief, each one of Defendants caused or are in some manner responsible for causing the wrongful acts alleged herein, and that at all relevant times each one was the agent, servant, and/or employee of the other Defendants acting within the course and scope of said agency, service, and employment.

9. Upon information and belief, at all relevant times herein, each one of Defendants knew or reasonably should have known of the wrongful acts and behavior alleged herein and the damages caused thereby, ratified, and encouraged such acts and behavior, and/or had a non-delegable duty to prevent such acts and behavior but failed or refused to do so.

ALLEGATIONS COMMON TO ALL CAUSES OF ACTION

A. The Chrome Hearts Brand and Trademarks

10. Chrome Hearts is an American luxury brand that has been designing, manufacturing, and selling artistically styled leather goods, apparel, jewelry, and accessories since 1988.

11. Chrome Hearts sells a wide variety of quality artistic products, including leather pants, leather jackets, leather vests, sterling silver jewelry, including necklaces, bracelets, rings and wallet chains, belt buckles, fabric apparel, bags and a wide collection of other products, including furniture, eyewear, and crystal ware.

12. Chrome Hearts® products are sold in the exclusive Chrome Hearts stores throughout the world, on its official website www.chromehearts.com, and in select specialty stores, such as Selfridges in London, Bergdorf Goodman in New York and the United Arrows and Dover Street Market Ginza boutiques in Japan.

13. Chrome Hearts® products are also advertised and promoted through Chrome Hearts' Instagram account, @chromeheartsofficial, which has 1.9 million followers.

14. Chrome Hearts is known for combining the look of rugged apparel with

1 fashion attire to make fashion apparel and accessories. All of Chrome Hearts' leather
2 products are adorned with sterling silver hardware, including all of the buttons and
3 ornamental pieces. Chrome Hearts is also known for using suede inlay designs in
4 connection with leather clothing.

5 15. Entertainers, such as Madonna, Drake, Arnold Schwarzenegger, Rihanna,
6 Cher, Kate Hudson, Tom Brady, David Beckham, and Lenny Kravitz can all be seen in
7 Chrome Hearts' fashions.



8 16. In 1993, the Council of Fashion Designers of America ("CFDA")
9 presented Chrome Hearts with an unsolicited award as designer of the year for its
10 innovative accessories and jewelry designs. In 1999, Chrome Hearts was featured in
11 the "Rock Style" exhibit at the Costume Institute of the Metropolitan Museum of Art.
12 In 2022, the CFDA awarded Chrome Hearts the Geoffrey Beene Lifetime Achievement
13 Award, an award that recognizes outstanding designers and their contributions made to
14 American fashion.

15 17. Virtually all Chrome Hearts® products, including clothing, denim, and
16 jewelry, are handmade in Los Angeles by Chrome Hearts' craftsmen. The level of
17 expert workmanship exercised by these individuals is superior, meticulous, extremely
18 detailed, and conforms with the strict standards established by Chrome Hearts.

19 18. Chrome Hearts® products have been praised and recognized in numerous
20 articles appearing in both trade publications and publications directed to the general
21 public around the world, including articles in the United States, Germany, Japan and
22 France. These articles have acclaimed the high artistry, fashion and style of Chrome
23 Hearts' designs and the uniqueness of the designs. Publications such as Details, Elle,
24 Flaunt, Maxim, FHM Interview, GQ, Complex, and Vogue have all featured Chrome
25 Hearts® products.

26 19. Chrome Hearts is the owner of the CHROME HEARTS word mark,
27 various design only marks, and composite trademarks comprising the CHROME
28

HEARTS mark and design components, including in relevant part the following U.S. federal trademark registrations (collectively, the “Chrome Hearts Marks”):

Chrome Hearts’ Mark	U.S. Reg. No.	Reg. Date	Goods/Services
 “Cemetery Design Patch”	4,619,674	10/14/2014	025: Clothing, namely, tee shirts, shirts, tank tops, sweat shirts, sweat pants, vests, sweaters, jeans, pants, chaps, dresses, skirts, jackets, coats, underwear, swimwear, hats, socks and footwear
 “CH Cross”	3,606,059	4/14/2009	025: Clothing, namely, tee shirts, shirts, tank tops, sweaters, sweat shirts, sweat pants, jeans, pants, jackets, dresses, coats and hats
	3,605,860	4/14/2009	014: Jewelry, namely, rings, earrings, pendants, necklaces, bracelets, cuff bracelets, cuff links, watch bracelets and key rings made of precious metals

20. Attached hereto as **Exhibits A and B** are true and correct copies of the trademark registrations identified in paragraph 19 of this Complaint, which are incorporated herein by reference.

21. Most, if not all, of Chrome Hearts’ products feature trademarks owned and federally registered by Chrome Hearts, including the Chrome Hearts Marks. Chrome Hearts uses the Marks as source identifiers.

1 22. Chrome Hearts has always devoted substantial time, effort, and money to
2 designing, developing, advertising, promoting, and marketing its products, and spends
3 on average over \$1 million per year on advertising, promoting, and marketing the
4 CHROME HEARTS® brand. Chrome Hearts advertises throughout the world, from
5 social media to select high-end and artistic magazines. As a result of its efforts, Chrome
6 Hearts has sold over a billion dollars' worth of clothing, all bearing one or more of
7 Chrome Hearts' federally registered trademarks, including the Chrome Hearts Marks.

8 23. Registrations for the Chrome Hearts Marks are valid, subsisting, and
9 incontestable. Chrome Hearts was also able to obtain the trademark registrations for
10 the Chrome Hearts Marks without proof of secondary meaning and thus they are
11 inherently distinctive. Through longstanding use, advertising, and registration, the
12 Chrome Hearts Marks have achieved a high degree of consumer recognition in the
13 United States and the world over and constitute famous marks.

14 24. Chrome Hearts has continuously used the Chrome Hearts Marks in
15 interstate commerce in connection with the sale, distribution, promotion, and
16 advertising of its goods. Accordingly, Chrome Hearts has used the Chrome Hearts
17 Marks as a source identifier on various goods, including clothing, for up to 35 years.

18 25. The Chrome Hearts Marks have come to identify, in the United States and
19 throughout the world, high quality leather fashions, jewelry, apparel, and accessories
20 designed and manufactured by Chrome Hearts. In turn, consumers have come to
21 identify the Chrome Hearts Marks as being associated with and originating from
22 Chrome Hearts.

23 26. Due to Chrome Hearts' long use, extensive sales, and significant
24 advertising and promotional activities, the Chrome Hearts Marks have achieved
25 widespread acceptance and recognition amongst the consuming public and trade
26 throughout the United States.

27 27. Chrome Hearts has achieved such fame as to be copied by others without
28 authorization, including Defendants, as is the case with many other luxury brands. In

1 the past five years for example, Chrome Hearts has filed more than 100 lawsuits against
2 defendants who infringed upon the Chrome Hearts Marks.

3 **B. Defendants' Infringing Conduct**

4 28. In approximately December 2023, Chrome Hearts made a custom two-
5 piece outfit for a prominent A-list celebrity and influential figure, featuring the
6 Cemetery Cross Patch and CH Cross marks. This suede two-piece set was featured in
7 multiple media accessible by the public.

8 29. In approximately May 2024, Chrome Hearts discovered that the Accused
9 Products were being offered for sale on Defendants' website (www.fashionnova.com).

10 30. Defendants own and/or operate "Fashion Nova", a "fast fashion" retail
11 company engaged in the manufacture, distribution, promotion, marketing, and sale of
12 clothing products and accessories.

13 31. Upon information and belief, Defendants had actual knowledge of the
14 custom Chrome Hearts two-piece outfit and deliberately copied the Chrome Hearts
15 Marks and outfit in an attempt to usurp the benefits of Chrome Hearts' goodwill and
16 reputation.

17 32. Accordingly, the present lawsuit arises from Defendants' manufacture,
18 production, marketing, distribution, advertisement, offering for sale, and/or sale of
19 clothing products and accessories that bear marks that are identical with, substantially
20 indistinguishable from, or confusingly similar to one or more of the Chrome Hearts
21 Marks (the "Accused Products"), exemplars of which are shown below along with
22 exemplars of the original Chrome Hearts products:



Accused Products

Chrome Hearts Products



Accused Products

Chrome Hearts Products



Accused Products

Chrome Hearts Products

33. This is not the first time Defendants (specifically, Fashion Nova, LLC) have infringed Chrome Hearts' trademarks. In August 2020, Chrome Hearts filed an action for trademark infringement against Fashion Nova, Inc. (which has since converted to a limited liability company, a current named defendant in this action), in the United States District Court for the Central District of California (Case No. 2:20-cv-07068). While different marks and products were at issue in that action, Fashion Nova had copied some of Chrome Hearts' most famous marks just as Defendants have done here. The Parties confidentially settled that action in August 2021.

34. Upon information and belief, Defendants operate at least five (5) brick-and-mortar retail locations in California where its products are sold, including the apparel products at issue, as well as through its website (www.fashionnova.com) to consumers throughout the United States. Upon information and belief, Defendants also market products, including the Accused Products, on social media, including but not limited to, Instagram (@fashionnova).

35. Upon information and belief, through the aforementioned website, social media account, and related advertising, Defendants directly target consumers with the Accused Products, including those within this judicial district.

36. Upon information and belief, Defendants manufactured, distributed, offered for sale, sold, and shipped the Accused Products to consumers in this judicial district.

1 37. Upon information and belief, Defendants engaged in the above infringing
2 activities with the knowledge that Plaintiff was a company with its principal place of
3 business located in this judicial district.

4 38. Chrome Hearts has not granted a license or given Defendants any form of
5 permission to use intellectual property belonging to Chrome Hearts, including the
6 Chrome Hearts Marks, in any way. Defendants used the Chrome Hearts Marks on the
7 Accused Products without Chrome Hearts' permission.

8 39. The Accused Products that Defendants sold and shipped to various
9 consumers within this District are very likely cause confusion for consumers, including
10 Plaintiff's customers, who, at the time of initial interest, sale, and/or in the post-sale
11 setting are led to believe that the Accused Products are genuine goods originating from,
12 associated with, and/or approved by Chrome Hearts due to the marks being identical,
13 substantially indistinguishable, or confusingly similar to the Chrome Hearts Marks.

14 40. Upon information and belief, Defendants' unlawful acts have misled and
15 confused, and were intended to cause confusion, or to cause mistake, or to deceive as
16 to the origin, affiliation, or association of the Accused Products with Chrome Hearts,
17 and the sponsorship or approval of the Accused Products by Chrome Hearts.

18 **FIRST CAUSE OF ACTION**

19 **(Trademark Infringement Under the Lanham Act, 15 U.S.C. § 1114)**

20 41. Plaintiff incorporates by reference each and every one of the preceding
21 paragraphs as though fully set forth herein.

22 42. This is an action for trademark infringement and/or counterfeiting against
23 Defendants under 15 U.S.C. § 1114 based on their use of spurious and identical or
24 substantially distinguishable (i.e., counterfeit), or confusingly similar (i.e., non-
25 counterfeit), marks to the Chrome Hearts Marks in commerce, in connection with
26 Defendants' promotion, distribution, manufacturing, offer for sale, sale, marketing,
27 and/or advertising of the Accused Products.

28 43. The Chrome Hearts Marks are nationally recognized, including within the

1 Central District of California, as being affixed to goods and merchandise of the highest
2 quality, with Chrome Hearts being the exclusive source of all such products.

3 44. The specific U.S. registrations to the Chrome Hearts Marks identified
4 herein are in full force and effect, and each one has been in continuous use since their
5 respective first dates of use. Indeed, the specific U.S. registrations identified in
6 paragraph 19 are incontestable by virtue of their registrations and continuous use in
7 commerce for more than five years.

8 45. The Accused Products bear counterfeit marks that are identical or
9 substantially indistinguishable to the Chrome Hearts Marks based on how the marks
10 appear in the marketplace to a consumer. The marks on the Accused Products are
11 spurious because Chrome Hearts has purchased and examined the marks and confirmed
12 they are inauthentic. Due to the identical or substantially indistinguishable appearance
13 of the marks compared to the Chrome Hearts Marks, consumers are likely to be
14 confused, mistaken, or deceived, as to the origin of the marks on the Accused Products.

15 46. The Accused Products bear marks that are confusingly similar to the
16 Chrome Hearts Marks based on how the marks appear in the marketplace to a consumer
17 such that it is likely to cause confusion, mistake, or deception as to the origin of the
18 marks on the Accused Products.

19 47. The identical or substantially indistinguishable or confusingly similar
20 marks on the Accused Products are likely to lead to and result in consumers believing
21 that Chrome Hearts produced, sponsored, authorized, licensed, or is otherwise
22 connected or affiliated with Defendants' commercial and business activities, all to the
23 detriment of Chrome Hearts.

24 48. Defendants' promotion, marketing, advertising, offering for sale, selling,
25 manufacturing, and/or distribution of the Accused Products and marks within is without
26 Chrome Hearts' permission or authority and in total disregard of Chrome Hearts' rights
27 to control its intellectual property.
28

1 49. Upon information and belief, Defendants' acts are deliberate and intended
2 to confuse the public as to the source of Defendants' goods or services and to injure
3 Chrome Hearts and reap the benefit of Chrome Hearts' goodwill associated with the
4 Chrome Hearts Marks.

5 50. As a direct and proximate result of Defendants' infringing conduct,
6 Chrome Hearts has been injured and will continue to suffer injury to its business and
7 reputation unless Defendants are enjoined by this Court from advertising, selling, and
8 offering for sale products bearing the Chrome Hearts Marks that are not in fact authentic
9 Chrome Hearts® products.

10 51. Chrome Hearts has no adequate remedy at law.

11 52. In light of the foregoing, Chrome Hearts is entitled to injunctive relief
12 prohibiting Defendants from using any of the Chrome Hearts Marks, and/or any marks
13 identical, substantially indistinguishable, or confusingly similar thereto, and to recover
14 from Defendants all damages, including attorneys' fees, that Chrome Hearts has
15 sustained and will sustain as a result of such infringing acts, and all gains, profits and
16 advantages obtained by Defendants as a result thereof, in an amount not yet known,
17 attorneys' fees and treble damages, as well as the costs of this action pursuant to 15
18 U.S.C. § 1117(a)-(b), and/or statutory damages pursuant to 15 U.S.C § 1117(c).

19 **SECOND CAUSE OF ACTION**

20 **(False Designation of Origin and False Descriptions – 15 U.S.C. § 1125(a))**

21 53. Chrome Hearts incorporates by reference each and every one of the
22 preceding paragraphs as though fully set forth herein.

23 54. Defendants' unauthorized use of marks identical or substantially
24 indistinguishable or confusingly similar to the Chrome Hearts Marks on its
25 merchandise, in interstate commerce and advertising relating to same, constitutes false
26 designation of origin and a false representation that the goods are manufactured,
27 offered, sponsored, authorized, licensed by or otherwise connected with Chrome Hearts
28 or come from the same source as Chrome Hearts' goods when they in fact do not.

1 55. Defendants' use of the Chrome Hearts Marks is without Chrome Hearts'
2 permission or authority and in total disregard of Chrome Hearts' rights to control its
3 trademarks.

4 56. Defendants' activities are likely to lead to and result in confusion, mistake,
5 or deception, and are likely to cause the public to believe that Chrome Hearts has
6 produced, sponsored, authorized, licensed or is otherwise connected or affiliated with
7 Defendants' commercial and business activities, all to the detriment of Chrome Hearts.

8 57. Chrome Hearts has no adequate remedy at law.

9 58. In light of the foregoing, Chrome Hearts is entitled to injunctive relief
10 prohibiting Defendants from using any of the Chrome Hearts Marks, and/or any marks
11 identical, substantially indistinguishable, or confusingly similar thereto, and to recover
12 from Defendants all damages, including attorneys' fees, that Chrome Hearts has
13 sustained and will sustain as a result of such infringing acts, and all gains, profits and
14 advantages obtained by Defendants as a result thereof, in an amount not yet known,
15 attorneys' fees and treble damages, as well as the costs of this action pursuant to 15
16 U.S.C. § 1117(a)-(b), and/or statutory damages pursuant to 15 U.S.C § 1117(c).

17 **THIRD CAUSE OF ACTION**

18 **(Unfair Competition in Violation of Cal. Bus. & Prof. Code § 17200 et seq.)**

19 59. Plaintiff incorporates by reference each and every one of the preceding
20 paragraphs as though fully set forth herein.

21 60. The Chrome Hearts Marks are strong and distinctive marks that have been
22 in use for up to 35 years and have achieved enormous and widespread public
23 recognition.

24 61. Through prominent, long, and continuous use in commerce, the Chrome
25 Hearts Marks have become and continue to be famous and distinctive in the State of
26 California.

27 62. Defendants' misappropriation of the Chrome Hearts Marks was intended
28 to capitalize on Chrome Hearts' goodwill for Defendant's own pecuniary gain.

63. Defendants' unauthorized use of the Chrome Hearts Marks dilutes the distinctive quality of the Chrome Hearts Marks and decreases the capacity of such marks to identify and distinguish Chrome Hearts' products and has caused a likelihood of harm to Chrome Hearts' business reputation.

64. By the acts described above, Defendants have caused and will continue to cause irreparable injury to Chrome Hearts' goodwill and business reputation, in violation of Cal. Bus. & Prof. Code § 17200 et seq.

65. Upon information and belief, Defendants have made and will continue to make substantial profits and gains to which they are not in law or equity entitled.

66. Defendants are liable to Chrome Hearts for all damages, whether direct or indirect, for the misappropriation of Chrome Hearts' trademarks, reputation and goodwill, which damages are subject to trebling.

67. Upon information and belief, Defendants will continue their infringing acts unless restrained by this Court.

68. Defendants' acts have damaged and will continue to damage Chrome Hearts, and Chrome Hearts has no adequate remedy at law.

69. In light of the foregoing, Chrome Hearts is entitled to all available relief provided for in California Unfair Business Practices Act, Cal. Bus. & Prof. Code, § 17200, et. seq. including permanent injunctive relief, restitution, and attorneys' fees and costs.

FOURTH CAUSE OF ACTION

(Common Law Trademark Infringement and Unfair Competition)

70. Chrome Hearts incorporates by reference each and every one of the preceding paragraphs as though fully set forth herein.

71. Chrome Hearts owns and enjoys common law trademark rights to the Chrome Hearts Marks in California and throughout the United States.

72. Defendants' misappropriation of Chrome Hearts' common law trademarks was intended to capitalize on Chrome Hearts' goodwill for Defendants' own pecuniary

1 gain. Chrome Hearts has expended substantial time, resources, and effort to obtain an
2 excellent reputation for itself and its family of Marks. As a result of Chrome Hearts'
3 efforts, Defendants are now unjustly enriched and are benefiting from property rights
4 that rightfully belong to Chrome Hearts.

5 73. Defendants' unauthorized use of the Chrome Hearts Marks has caused and
6 is likely to cause confusion as to the source of Defendants' products due to the marks
7 appearing identical, substantially indistinguishable, or confusingly similar to the
8 Chrome Hearts Marks, all to the detriment of Chrome Hearts.

9 74. Defendants' acts are willful, deliberate, and intended to confuse the public
10 and to injure Chrome Hearts.

11 75. Defendants' acts constitute unfair competition under California common
12 law.

13 76. Chrome Hearts has no adequate remedy at law to compensate it fully for
14 the damages that have been caused and which will continue to be caused by Defendants'
15 infringing conduct unless it is enjoined by this Court.

16 77. The conduct herein complained of was extreme, outrageous, fraudulent,
17 and was inflicted on Chrome Hearts in reckless disregard of Chrome Hearts' rights.
18 Said conduct was despicable and harmful to Chrome Hearts and as such supports an
19 award of exemplary and punitive damages in an amount sufficient to punish and make
20 an example of Defendants and to deter them from similar such conduct in the future.

21 78. In light of the foregoing, Chrome Hearts is entitled to injunctive relief
22 prohibiting Defendants from using the Chrome Hearts Marks to recover all damages,
23 including attorneys' fees, that Chrome Hearts has sustained and will sustain, and all
24 gains, profits and advantages obtained by Defendants as a result of their infringing acts
25 alleged above in an amount not yet known, and the costs of this action.

26 **PRAYER FOR RELIEF**

27 **WHEREFORE**, Chrome Hearts respectfully prays that this Court enter
28 judgment in its favor and against Defendants as follows:

1 1. Entry of an ORDER granting temporary, preliminary, and permanent
2 injunctive relief restraining and enjoining Defendants, their officers, agents, employees,
3 and attorneys, and all those persons or entities in active concert or participation with
4 them from:

5 a. manufacturing, importing, advertising, marketing, promoting,
6 supplying, distributing, offering for sale, or selling Accused
7 Products and/or any other products that bear the Chrome Hearts
8 Marks, or any other marks identical, substantially indistinguishable,
9 or confusingly similar thereto;

10 b. engaging in any other activity constituting unfair competition with
11 Chrome Hearts, or acts and practices that deceive consumers, the
12 public, and/or trade, including without limitation, the use of
13 designations and design elements associated with Chrome Hearts;

14 c. committing any other act which falsely represents or which has the
15 effect of falsely representing that the goods and services of
16 Defendants are licensed by, authorized by, offered by, produced by,
17 sponsored by, or in any other way associated with Chrome Hearts;

18 2. Entry of an ORDER directing Defendants to recall from any distributors
19 and retailers and to deliver to Chrome Hearts for destruction, or other disposition, all
20 remaining inventory of the Accused Products, in addition to any other goods that
21 infringe upon Chrome Hearts' rights to the Chrome Hearts Marks, including all
22 advertisements, promotional and marketing materials therefore, as well as means of
23 making same in their possession or under their control;

24 3. Entry of an ORDER directing Defendants to disclose their supplier(s) and
25 manufacturer(s) of the Accused Products and provide all documents, correspondence,
26 receipts, and invoices associated with the purchase of the Accused Products;

27 4. Entry of an ORDER directing Defendants to file with this Court and serve
28 on Chrome Hearts within thirty (30) days after entry of the injunction a report in writing,

1 under oath setting forth in detail the manner and form in which Defendants have
2 complied with the injunction;

3 5. Entry of an ORDER for an accounting by Defendants of all gains, profits,
4 and/or advantages derived from their infringing acts pursuant to 15 U.S.C. § 1117(a);

5 6. An award of all profits that Defendants have derived from using the
6 Chrome Hearts Marks, trebled, as well as costs and attorneys' fees to the full extent
7 provided for by Section 35 of the Lanham Act; alternatively, an award of statutory
8 damages pursuant to 15 U.S.C. § 1117 up to \$2 million per trademark counterfeited and
9 infringed, per type of good;

10 7. An award of enhanced damages due to Defendants' willful infringement;

11 8. An award of applicable interest amounts, costs, disbursements, and/or
12 attorneys' fees, as an exceptional case under 15 U.S.C. § 1117 or otherwise;

13 9. An award of fees and punitive damages to the full extent available in
14 connection with Chrome Hearts' claims under California law; and

15 10. Any such other relief that may be just and proper.

16
17 Dated: September 3, 2024

BLAKELY LAW GROUP

18 By: /s/ Tara A. Currie
19 Brent H. Blakely
20 Tara A. Currie
21 ***Attorneys for Plaintiff***
22 ***Chrome Hearts LLC***
23
24
25
26
27
28

DEMAND FOR JURY TRIAL

Pursuant to Rule 38(b) of the Federal Rules of Civil Procedure, Plaintiff Chrome Hearts LLC hereby demands a trial by jury as to all claims in this litigation.

Dated: September 3, 2024 BLAKELY LAW GROUP

By: /s/ Tara A. Currie
Brent H. Blakely
Tara A. Currie
Attorneys for Plaintiff
Chrome Hearts LLC